



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision	Alt Order #
586621 /	09852563
<u>Product</u>	
SPENCE	
Contract Dates	Estimate #
10/27/12 - 10/30/12	C27C29
Advertiser	Original Date / Revision
Spence, David/R/Mo Gov	10/26/12 / 10/26/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KTVI	Jared Salles
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	Total Ratings
	173.60
IDB#	Advertiser Code
1046	SPEN
Product Code	
	ORDR
Agency Ref	Advertiser Ref

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

[Handwritten signature]

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	<u>Totals</u>	
												Spots	Amount
N 1 2		10/29/12	10/29/12	M-F 9a-10a	9a-930a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$800.00	2.90			
N 2 2		10/30/12	10/30/12	M-F 9a-10a	9a-930a		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$800.00	2.90			
N 3 2		10/29/12	10/29/12	M-F 10a-11a	10a-11a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$650.00	2.30			
N 4 2		10/30/12	10/30/12	M-F 10a-11a	10a-11a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$650.00	2.30			
N 5 2		10/29/12	10/29/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$650.00	2.20			
N 6 2		10/30/12	10/30/12	Fox 2 News Midday	11a-1130a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$650.00	2.20			
N 7 2		10/29/12	10/29/12	M-F 12p-1230p	12p-1230p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$200.00	1.60			
N 8 2		10/30/12	10/30/12	M-F 12p-1230p	12p-1230p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$200.00	1.60			
N 9 2		10/30/12	10/30/12	M-F 1p-2p	1p-2p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$300.00	1.50			
N 10 2		10/29/12	10/29/12	M-F 3p-330p	3p-330p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$800.00	1.50			
N 11 2		10/30/12	10/30/12	M-F 3p-330p	3p-330p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$800.00	2.60			

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10/27/12 - 10/30/12	SPENCE	C27C29
Advertiser		
Spence, David/R/Mo Gov		
Original Date / Revision		
10/26/12 / 10/26/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Totals			
											Type	Spots	Amount	
N 12 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 2	Rate \$875.00	Rating 2.60				:30		NM	2 \$1,750.00
N 13 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$875.00	Rating 4.50				:30		NM	1 \$875.00
N 14 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$1,025.00	Rating 5.00				:30		NM	1 \$1,025.00
N 15 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$875.00	Rating 2.40				:30		NM	1 \$875.00
N 16 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$875.00	Rating 2.40				:30		NM	1 \$875.00
N 17 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$1,025.00	Rating 3.00				:30		NM	1 \$1,025.00
N 18 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$1,025.00	Rating 3.00				:30		NM	1 \$1,025.00
N 19 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$2,025.00	Rating 3.90				:30		NM	1 \$2,025.00
N 20 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$2,025.00	Rating 3.90				:30		NM	1 \$2,025.00
N 21 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$2,225.00	Rating 4.40				:30		NM	1 \$2,225.00
N 22 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$2,225.00	Rating 4.40				:30		NM	1 \$2,225.00
N 23 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$1,875.00	Rating 4.90				:30		NM	1 \$1,875.00
N 24 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate \$1,875.00	Rating 4.90				:30		NM	1 \$1,875.00
N 25 2		Start Date Week: 10/29/12	End Date 11/04/12	Weekdays M-----	Spots/Week 1	Rate \$1,700.00	Rating 4.20				:30		NM	1 \$1,700.00
N 26 2		Start Date Week: 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate \$1,025.00	Rating 2.60				:30		NM	1 \$1,025.00
N 27 2		Start Date Week: 10/22/12	End Date 10/28/12	Weekdays -----S-	Spots/Week 1	Rate \$1,025.00	Rating 3.00				:30		NM	1 \$1,025.00
N 28 2		Start Date Week: 10/28/12	End Date 10/28/12	Weekdays Su	Spots/Week 1	Rate	Rating				:30		NM	1 \$875.00

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Advertiser		
Spence, David/R/Mo Gov		
Original Date / Revision		
10/26/12 / 10/26/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Totals				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S				1	\$875.00	2.50			
N 29 2	10/28/12	10/28/12		FOX News Sunday	9a-930a		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S				1	\$1,025.00	2.50			
N 30 2	10/29/12	10/29/12		M-F 5p-530p	5p-530p		:30				NM	1	\$2,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$2,225.00	5.30			
N 31 2	10/30/12	10/30/12		M-F 5p-530p	5p-530p		:30				NM	1	\$2,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$2,225.00	5.30			
N 32 2	10/29/12	10/29/12		M-F 530p-6p	530p-6p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$2,025.00	3.50			
N 33 2	10/30/12	10/30/12		M-F 6p-630p	6p-630p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$2,025.00	3.50			
N 34 2	10/28/12	10/28/12		Fox 2 News Sunday	5p-530p		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S				1	\$1,025.00	4.50			
N 35 2	10/29/12	10/29/12		TMZ Date Delayed	1105p-1135p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$675.00	2.10			
N 36 2	10/30/12	10/30/12		M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$675.00	2.10			
N 37 2	10/29/12	10/29/12		The Office Delayed	1135p-1205a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$575.00	1.30			
N 38 2	10/30/12	10/30/12		M-F 1105p-1135p	1105p-1135p		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$575.00	1.30			
N 39 2	10/28/12	10/28/12		Seinfeld Delayed	1135p-1205a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S				1	\$450.00	1.50			
N 40 2	10/29/12	10/29/12		9p News Delayed	930p-10p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$2,025.00	5.30			
N 41 2	10/30/12	10/30/12		M-F 9p-10p	9p-930p		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$2,025.00	5.30			
N 42 2	10/29/12	10/29/12		9p News Delayed	10p-1030p		:30				NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----				1	\$1,925.00	4.50			
N 43 2	10/30/12	10/30/12		M-F 9p-10p	930p-10p		:30				NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/29/12		11/04/12		-T-----				1	\$1,925.00	4.50			
N 44 2	10/27/12	10/27/12		9p News Delayed	10p-1030p		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/22/12		10/28/12		-----S-				1	\$1,125.00	2.10			
N 45 2	10/27/12	10/27/12		Fox 2 News Edge Delayed	1030p-1105p		:30				NM	1	\$900.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Totals		
									Rate	Rtn	Type
		Start Date	End Date	Weekdays				Spots/Week			Spots
		Week: 10/22/12	10/28/12	-----S-				1	\$900.00	1.30	
N 46	2	10/28/12	10/28/12	9p News Delayed	10p-1030p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/22/12	10/28/12	-----S				1	\$1,925.00	5.00	
N 47	2	10/28/12	10/28/12	9p News Delayed	1030p-11p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/22/12	10/28/12	-----S				1	\$1,800.00	4.10	
N 48	2	10/28/12	10/28/12	Fox 2 News Edge Sunday	11p-1130p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/22/12	10/28/12	-----S				1	\$1,350.00	2.90	
N 49	2	10/30/12	10/30/12	Rams Weekly	630-7p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/29/12	11/04/12	-T-----				1	\$2,025.00	2.80	
N 50	2	10/29/12	10/29/12	M-F 630p-7p	630p-7p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/29/12	11/04/12	M-----				1	\$0.00	2.00	
N 51	2	10/30/12	10/30/12	FOX Prime Tuesday 7-8p	7p-8p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/29/12	11/04/12	-T-----				1	\$2,500.00	4.80	
N 52	2	10/30/12	10/30/12	FOX Prime Tuesday 8-9p	8p-9p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/29/12	11/04/12	-T-----				1	\$3,750.00	4.10	
N 53	2	10/28/12	10/28/12	FOX Prime Sunday 6-7p	6p-7p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/22/12	10/28/12	-----S				1	\$500.00	1.70	
N 54	2	10/28/12	10/28/12	FOX Prime Sunday 7-8p	7p-8p		:30				NM
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating	
		Week: 10/22/12	10/28/12	-----S				1	\$1,500.00	2.50	
								Totals	173.60	55	\$69,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	13	\$14,525.00	\$12,346.25
10/29/12 - 10/30/12	42	\$55,075.00	\$46,813.75
Totals	55	\$69,600.00	\$59,160.00

Signature: _____ Date: _____

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